LAUNCH KIT

LAUNCH KIT
SHOW SYNOPSIS

LOG LINES

- Hang on to your diapers – baby life has never been this wild!
- Get a knee-high view of the world with the Rugrats! This band of best friends wander off on epic adventures, make new discoveries, and learn about each other, all before snack time.

SHOW SYNOPSIS

A reinvention of the beloved 90s cartoon, Rugrats follows a group of adventurous babies as they discover the big world around them. Lead by the bravehearted Tommy Pickles, this toddler crew takes on new experiences, exploring the world from their pint-sized and wildy imaginative point-of-view. Communicating in baby-babble indecipherable to anyone but themselves and other babies, the Rugrats face challenges, seek adventure, and philosophize under the unsuspecting noses of their busy, media-savvy millennial parents.

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LAUNCH KIT
CHARACTER BIOS

TOMMY

Age: 1 Year

Tommy Pickles is the leader of his group of friends and the hero of the show. He's innocent, non-judgmental, loyal and charismatic, and he always carries his trusty toy screwdriver (with more than a hundred programmable sounds.) Tommy has his own internal call to adventure, leading the babies on missions with a noble sense of purpose, but he'll also lead the charge for the cause or need of any of his friends. His optimism and enthusiasm often overtake caution. He remains cheerfully open to his cousin Angelica's manipulative schemes, always willing to see the best in everyone.

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LAUNCH KIT
CHARACTER BIOS

CHUCKIE

Age: 2 Years

Chuckie Finster, often seen clutching his plush Reptar doll, is the deep thinker of the group and Tommy's best friend. He has many phobias, yet when he's with his group of friends, he finds himself along on adventures, unable to resist Tommy's enthusiasm. Chuckie loves outer space, keeping things in order, and has a strong desire to be brave like Tommy - just not today.

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LAUNCH KIT
CHARACTER BIOS

ANGELICA

Age: 3 ½ years

Angelica Pickles is a highly imaginative and clever preschooler, whose goody-goody sweetness toward adults clouds them to her true nature: being bossy and manipulative towards the younger babies. To the babies, she is always ready with misguided information, outlandish schemes, bold-faced lies, and snarky insults. Angelica has many toys, but her favorite is always going to be Cynthia, her fashion doll who has been maimed and mangled but is nonetheless beloved by her owner. She carries Cynthia everywhere and talks to her like a friend – in fact, Cynthia IS her best friend. She also races about in a little powered Cynthia car and has a Cynthia Perfect Penthouse along with many Cynthia accessories. Angelica has a Persian cat named Fluffy who mirrors her mischievous ways.

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SUSIE

Age: 2 Years

Susie Carmichael is excitable and eager to follow Tommy's lead, and she offers up some imaginative ideas of her own, culled from tidbits she picks up from "reading" her mother's medical books or absorbed from her father's science lessons. Susie loves narwhals, space adventures, and all things fanciful. She has a strong sense of justice, speaking out against unfairness at every opportunity. Susie stands up for the babies against Angelica, but she is just young enough to sometimes believe Angelica's lies at the same time as she's starting to doubt her.

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Rugrats

LAUNCH KIT
CHARACTER BIOS

PHIL & LIL

Age: 18 Months

Phil and Lil DeVille are twins who march to the beat of their own bongos. A bit eccentric and bluntly honest, Lil sees no limit to possibilities. Phil's the realist, assessing things for their bare essence. Together, they enjoy getting messy, rough and tumble play, anything to do with monsters, weirdness and nature in the form of mud, worms, and frogs.

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LAUNCH KIT
CHARACTER BIOS

SPIKE

Spike is the Pickles' lovable family dog - a mutt from the pound - who looks after Tommy and the babies as if they were his own pups. Spike's obedience is easily won with a treat, which Angelica uses to her advantage. When he's not howling at the moon with his best friend Tommy, Spike enjoys riding shotgun in Angelica's little car, his head hanging over the side of the convertible.

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GRANDPA LOU

Grandpa Lou, 69, a retired social worker, is an active senior who enjoys yoga, gardening, playing his guitar and volunteering, all while wearing a tie-dyed shirt from his hippie past. Lou is easily distracted by becoming absorbed in his various interests, giving the babies their getaway while under his care. He calls Tommy 'pal' and refers to the kids as 'sprouts.' He has a blind spot for the faults of his granddaughter Angelica, whom he calls 'sunshine' or 'daffodil,' and they have genuine respect and affection for each other.

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STU

Stu Pickles, 33, is Lou's youngest son – a man-teen who loves video games and hanging out with his friends. Most of all, he loves his son, Tommy, and shares Tommy's optimistic approach to life, believing every failure is one step closer to success. Stu's an inventor who believes he's always on the cusp of the 'next big thing,' but he misses more than he hits. His wife Didi never criticizes his endeavors, even when his cold-brew coffee machine yielded sludge.

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LAUNCH KIT
CHARACTER BIOS

DIDI

Didi Pickles, 33, has been married to Stu for five happy years, but they've been together since their sophomore year of college. Didi was an Arts major and is every bit as passionate an artisan as Stu is an inventor. Didi seems to have a new craft passion every week, which combines nicely with her livestreamed blogs, from "Mommy Moments" to "Didi Does It." Didi works out of a cozy She-Shed in the backyard and uses her livestreams to sell her craft work. It's all a part of her own inner journey, which she's still charting...on her virtual felt vision board.

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Rugrats

LAUNCH KIT
CHARACTER BIOS

BETTY

Betty DeVille, 33, in addition to being a single lesbian mother to twins Phil and Lil, also runs her own coffeehouse called Betty's Beans. Betty and Didi have been best friends since college and are deeply supportive of each other's parenting skills and work efforts. Betty loves cracking jokes, hanging out with her friends, and crafting interesting sandwiches. Her teenage niece Gabi and her tía Esperanza both live nearby, which makes it easy to spend time with family outside of their annual Las Posadas celebration.

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Rugrats

LAUNCH KIT
CHARACTER BIOS

CHAS

Chas Finster, 32, is Stu Pickles' best friend, and they've been next-door neighbors pretty much since kindergarten. Professionally, Chas plays 2nd chair oboe in the local symphony orchestra. He lost his wife a few months after Chuckie's birth, but Chas soldiers on as best a man with many neuroses, allergies, and fears can. He's totally devoted to his son, who he sees as a miniature version of himself. Chas may date again one day, but right now he's content to make a safe, pleasant home for Chuckie.

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LAUNCH KIT
CHARACTER BIOS

CHARLOTTE

Charlotte Pickles, 40, is a City Councilperson who is always on her phone or being chauffeured to meetings by her long-suffering and ambitious twenty-something assistant Jonathan. Charlotte sees in Angelica so much of herself and beams with pride even as she pivots from parenting to answer a text. Charlotte has a not-so-secret obsession with the role-playing game "Goblets & Goblins," and in her few minutes of spare time, enjoys her prized orchids and her soaking tub.

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Rugrats

LAUNCH KIT
CHARACTER BIOS

DREW

Drew Pickles, 35, is a successful pharmaceutical representative. He married Charlotte - a former colleague and fellow workaholic - who was drawn to his philosophy of marriage being a business merger. They did not plan to have children, but when Angelica was born, Drew celebrated by taking the whole day off. He loves to shower his "little princess" with expensive items and can't ever say no to her wishes. Drew and Charlotte are quick to attend every family event because their busy schedules leave no time to make other friends.

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Rugrats

LAUNCH KIT
CHARACTER BIOS

LUCY

Lucy Carmichael, 33, is a physician specializing in sports medicine. She likes nothing more than to set a bone or set someone on a path to a healthy work-out. She and her friend Chas have a special bond over his ailments and her solutions. She's a fun, generous, and bouncy personality who compliments Betty's casual style and Didi's nesting tendencies. Lucy is just as game as her husband Randy to dress up as a character from "The Final Eclipse" or join in a competitive game night with their friends.

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RANDY

Randy Carmichael, 34, affable and good-natured, is devoted to his job as a high school Science teacher, and equally devoted to his various sci-fi interests. Randy and Stu became instant friends over their love of the biggest movie of their era, "The Final Eclipse." Randy is also passionate about getting into character while playing "Goblets & Goblins," and he has an obsession with "Telescope Man" comic books. Randy is a big supporter of Stu's inventions, freely adding his opinion or offering to test out the product. Randy loves his wife and his daughter, Susie, and would love to have more children soon.

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LAUNCH KIT
CHARACTER BIOS

BORIS & MINKA

Boris and Minka Kropotkin, mid-70's, are Didi's parents. They live in Florida, but grew up in NY as first generation American Jews whose parents ran competing delicatessens across the street from each other. They were the rye bread version of Romeo and Juliet, and have been happily married (if you don't count the constant bickering) for decades. They love their only grandchild, Tommy, and use Bubbe and Zayde as their grandparent names. They love to see Tommy and his friends via video chat on their tablet. Didi's parents sometimes frustrate her with their unsolicited advice, questions and opinions, but she misses them dearly and it's always a big occasion when they come to town.

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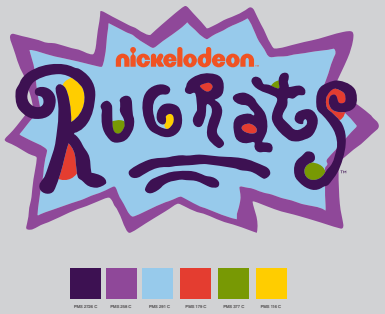
PRIMARY LOGO - For use on marketing and retail.

Pixel-Based Logo: 4-color process
File available on vncp.nick.com
RUGR_Logo_CMYK_001a_EA.psd

Vector-Based Logo: Black + White

Vector-Based Logo: Spot



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Pixel-Based Logo: 4-color process
File available on vncp.nick.com
RUGR_Logo_CMYK_001b_EA.psd

Vector-Based Logo: Black + White

Vector-Based Logo: Spot

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Shortened Version:
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Shortest (where there are true space limitations)
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RUGR_Logo_001.eps

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GOODDOG NEW

HEADER

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DUMB BABIES

ALTERNATE STUDIO DISPLAY FONT

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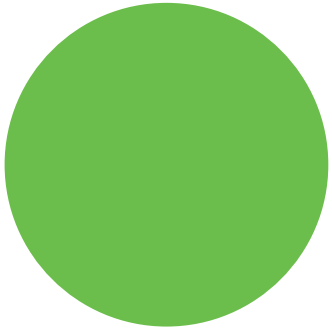
LAUNCH KIT
COLOR PALETTE



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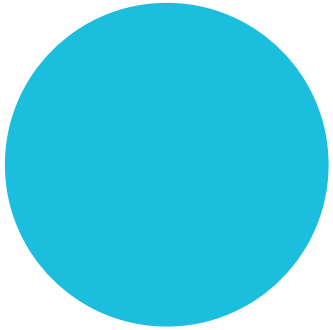

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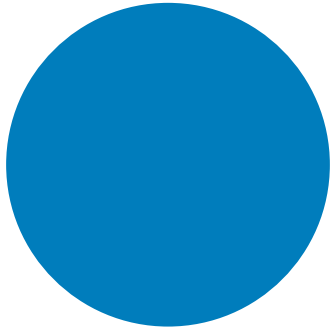

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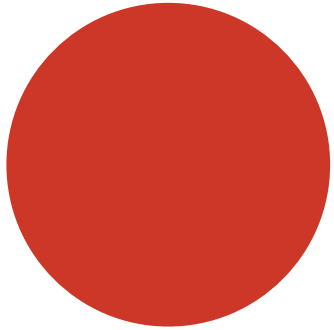

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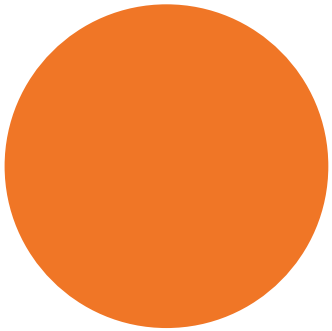

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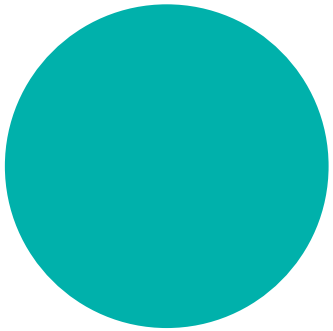

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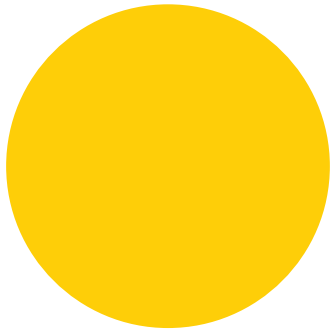

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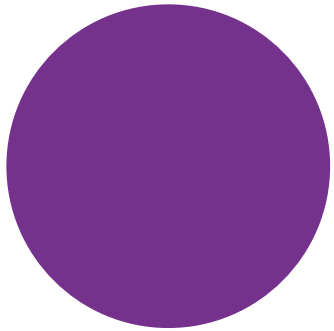

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RUGR_LK_BG_001_CGI

RUGR_LK_BG_002_CGI

RUGR_LK_BG_003_CGI

RUGR_LK_BG_004_CGI

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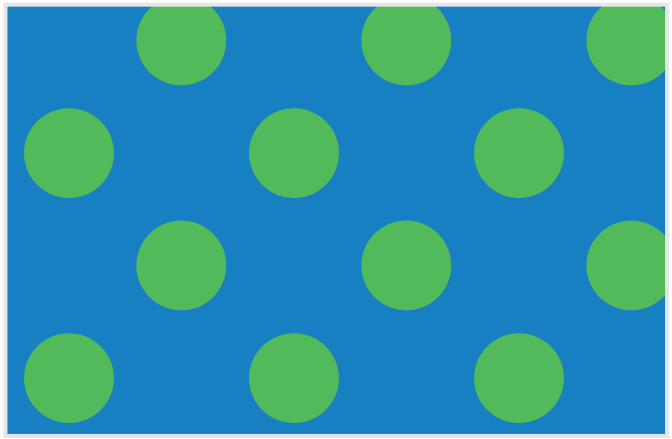

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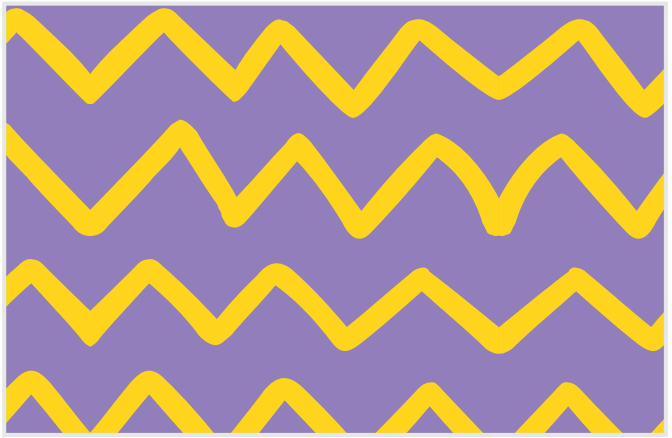

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LAUNCH KIT
CHARACTER ART

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RUGR_LK_Tommy_001_CGI

RUGR_LK_Tommy_002_CGI

RUGR_LK_Tommy_003_CGI

RUGR_LK_Tommy_004_CGI

RUGR_LK_Chuckie_001_CGI

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RUGR_LK_Stu_001_CGI

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RUGR_LK_Boris_001_CGI

RUGR_LK_Minka_001_CGI

RUGR_LK_Charlotte_001_CGI

RUGR_LK_Chas_001_CGI

RUGR_LK_Betty_001_CGI

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LAUNCH KIT CHARACTER ART

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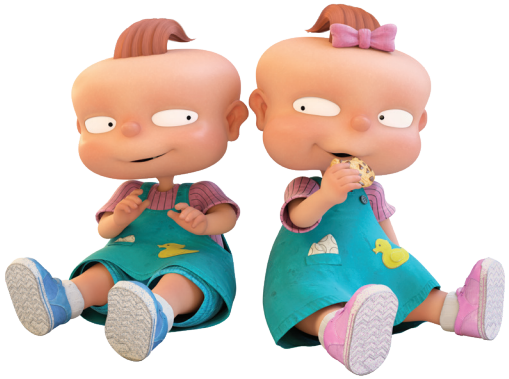

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RUGR_CSG_Reptar_001A

RUGR_CSG_Reptar_001B

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RUGR_CSG_Grp_001A_CGI

RUGR_CSG_Grp_001B_CGI

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RUGR_LK_Grp_002_CGI

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RUGR_LK_Grp_005

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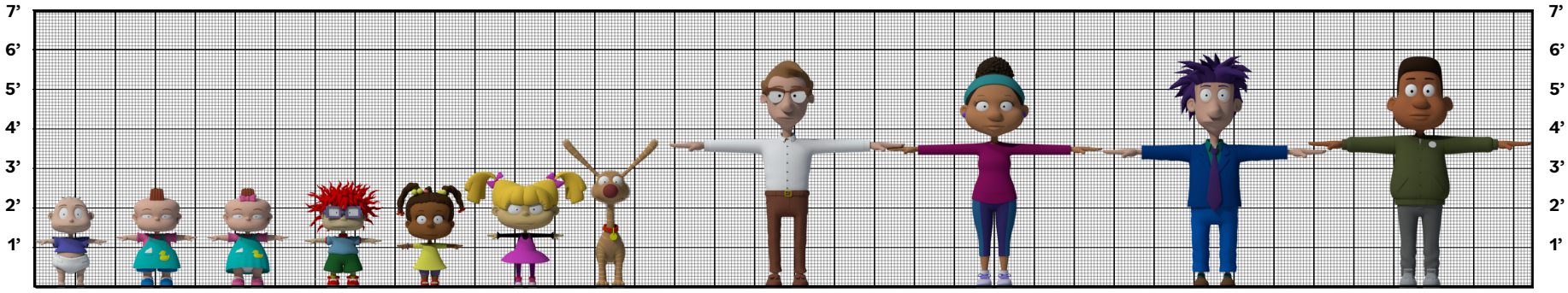
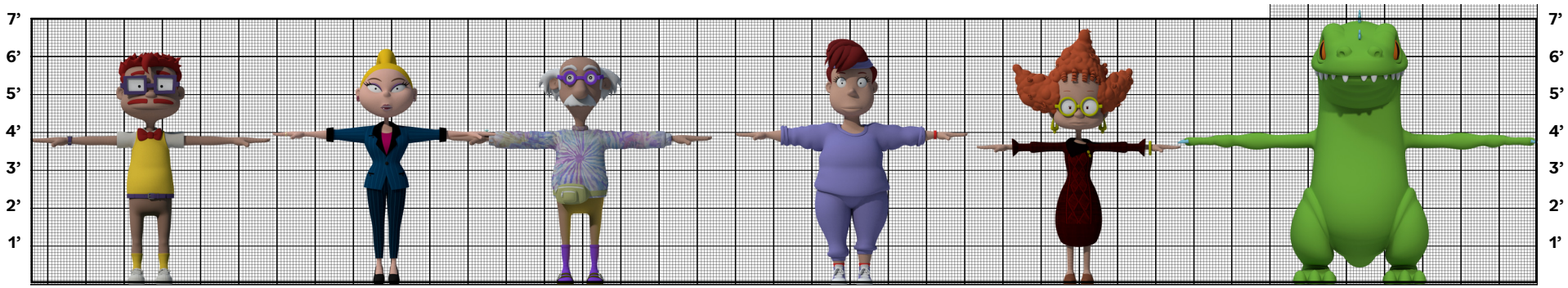
LAUNCH KIT
SIZE CHART



TOMMY 2’ 3”
PHIL 2’ 6”
LIL 2’ 6”
CHUCKIE 2’ 9”
SUSIE 2’ 8”
ANGELICA 2’ 11”
SPIKE 2’ 11½” WITHOUT EARS
DREW 5’ 10”
LUCY 5’ 10”
STU 5’ 11”
RANDY 5’ 10”



CHAS 6’ 1”
CHARLOTTE 6’ 2”
GRANDPA LOU 6’
BETTY 6’ 5”
DIDI 6’ 9”
REPTAR 7’ 3”

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RUGR_KA_001_HORZ_CGI

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RUGR_KA_001_VERT_CGI

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RUGR_LK_PPT

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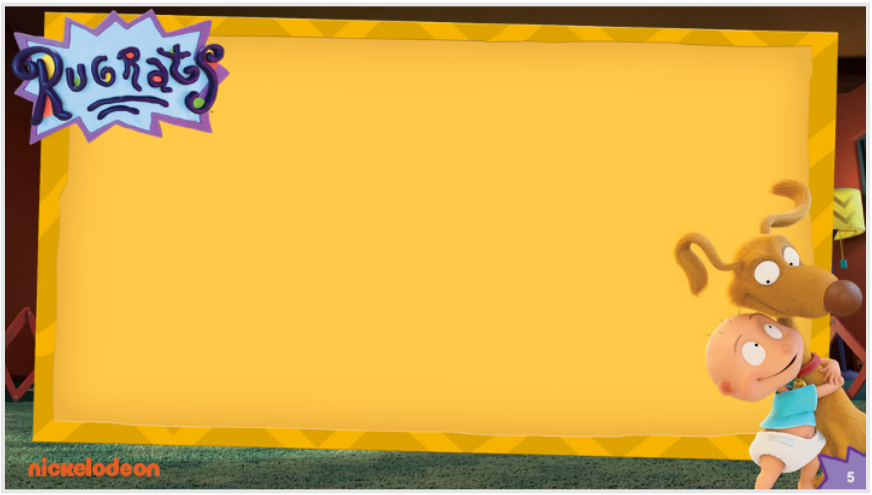

RUGR_LK_PPT

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RUGR_LK_PPT

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GOODDOG NEW

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Creative approval is based on character design that (a) follows models and colors, (b) uses correct relationships between characters, (c) is appropriately integrated with products and advertisements, and (d) uses the correct typefaces.

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